

Current
Comment

Nobody questions the sincerity or the good intent of those who, in public speech or in printed editorials and articles, deplore the depressed condition of agriculture and demand relief. But isn't there danger that these expressions of sympathy and demands for relief, accompanied as they always are by declarations that unless "something is done about it right away" bankruptcy is inevitable, will react against the farmer and do them more harm than any conceivable "relief" could do them good.

From many sections of the country come reports that farmers are finding difficulty in renewing their loans or in making new loans to carry on their industry. It is surprising that this should be the case in view of the fact that for ten years past it has been dinned into the ears of the public, bankers and loan companies included, that nobody can make any money farming, that year after year agricultural operations have been carried on at a loss?

Suppose some Member of Congress should make a campaign declaring in all his speeches that all the merchants in his district were on the verge of bankruptcy, that for years they had been doing business at a loss and were certain to fail soon unless they could have help from the government. And suppose all the newspapers in the district should back up the Congressman in such a campaign. In the first place, isn't it certain that the merchants would indignantly protest that such a campaign was ruining their credit and hurting their business? And in the second place, in case the campaign were continued, isn't it certain that it would ruin the credit and hurt the business of the merchant?

But that is precisely what has been happening to the farmers all over America for ten years. Is it any wonder the price of farm land is low? Who would want to buy a farm when told in advance he can't make a living on it? Is it any wonder bankers, and loan companies hesitate to lend money to farmers in the face of nation-wide propaganda that farmers are headed for bankruptcy?

It is true that prices for farm products are on a low scale this year and everybody regrets it. But other commodities also are on a low scale. And the truth is that agriculture right now is in better condition than any other major industry in the United States. In support of that statement here is a statement from a Federal Farm Loan Bureau report:

"On December 31, 1930, 89 per cent of the number and 84 per cent of the amount of the total outstanding loans of 12 Federal Land Banks had no delinquent installments. On the same date, 89 per cent of the number and 87 per cent of the amount of outstanding loans of 48 operating Joint Stock Land Banks combined had no delinquent installments. This record of the borrowers of the Farm Loan System in spite of the hardships suffered by agriculture justifies confidence in the great body

VOL. 35, NO. 7

CAMPBELL, SANTA CLARA COUNTY, CALIFORNIA

TUES., OCT. 27, 1931

CAMPBELL PRESS

Be Progressive!
Incorporate Campbell
Trade At Home
READ THE PRESSARTERIAL STOP
SIGNS ORDERED
HAMILTON AVE.

Arterial stop signs have been ordered by the county and will be erected soon on Hamilton avenue at the intersection with Johnson. This has long been a need and several very serious accidents have occurred there.

Joseph McKinnon, supervisor of this district, notified Dan Yeager yesterday that the signs were forthcoming. Yeager has been untiring in his efforts to obtain the signs since the accident on that corner which resulted in the death of his uncle, W. G. Schaeffer. The recent accident there in which George Krohn was hurt, also hastened the ordering of the signs.

HEROLD MORTON
ON E-W SHRINE
GRID COUNCIL

Herold Morton, representative for the Islam Temple in Campbell and vicinity, has been appointed, by Hugh G. McKevitt, general chairman, a member of the 1931 All-Star East vs. All-Star West Football committee.

This annual football game takes place New Years day at the Kezar stadium and is for the benefit of the Shriner's hospital for Crippled Children.

Those wishing tickets to this game, which has always proved to be one of the best of the season, should get in touch with Mr. Morton at an early date.

Fortini Funeral
Service Held Last
Saturday Afternoon

Private funeral services were held last Saturday afternoon at the Melvin funeral chapel in Los Gatos for Robert, the infant son of Mr. John and Nora Fortini of 45 Rincon Avenue; the interment followed in the Los Gatos cemetery.

Mr. Fortini purchased the barber shop at No. 12 Campbell Avenue about a month ago. His wife is at present in the O'Connors Sanitarium.

The rural mail carriers of this district held a meeting and indoor picnic at Aromas Sunday. Seventeen were present with their wives. A business session was held and officers elected. Dan Yeager was re-elected secretary of the organization.

Miss Dolette Worcott entertained a number of friends at a Hallowe'en party at the home of her parents, Mr. and Mrs. A. J. Worcott, Friday evening.

of farmers of the country and refutes reports circulated in recent years tending to create the impression that as a class they are insolvent."

President Hoover recently took occasion to rebuke unreasonable short selling on the grain exchange as tending to depress prices. Might it not be a good idea for all of us to quit playing the "bear" on agriculture and give the farmer credit for being able to manage his own business at least as successfully as other people on the average manage theirs?

The Morning After

125 Attend
P. T. A. Card
Party Friday

One hundred twenty-five persons enjoyed the card party given by the Grammar school P. T. A. in the cafeteria of the grammar school Friday evening.

Bridge and whist were played until a late hour when delicious refreshments were served by the committee in charge. Many beautiful prizes were given away to high score holders at the end of the games. The prizes were furnished by the merchants of Campbell.

The party was for the benefit of needy children and to finance feeding about 40 children during the winter months. These children will be furnished hot lunches free at the school.

The committees in charge of the successful party were: Bridge, Mrs. Ira Abbott, Mrs. Guy Farley, Mrs. B. Saveker and Miss Rowena Farman; whist, Mrs. F. Lopes, Mrs. T. D. Teresi, Mrs. Marion Plumm and Mrs. Margaret Singleton; refreshments, Mrs. Lloyd Gardner, Mrs. Calvin Bohnett, Mrs. Jesse Collins, Mrs. W. Portes and Mrs. S. N. Hedegard. Mrs. Hedegard was general chairman of the affair.

Arthur DeCamp To
Lecture In Los
Gatos Thursday

Thursday, Oct. 29, Arthur P. DeCamp will give a free lecture at the First Church of Christ, Scientist in Los Gatos.

DeCamp is from St. Louis, Mo., and is a member of the Board of Lectureship of the Mother Church of Boston. The lecture will be held in the church edifice on East Main street and will begin at 8:15 p. m. Everyone is cordially invited to attend the lecture and DeCamp is a noted and interesting speaker.

Mr. and Mrs. Carl Field and children left Saturday for a two weeks' vacation in Oregon.

WATER STRIKE IS
BETTER THAN
OIL

Press reports on Friday last carried a news story in metropolitan papers captioned as above.

The report was from Porterville, California. D. J. Dufresne has struck water nearly as valuable as so much oil. Dufresne declared, 'A plentiful supply of water in Porterville agricultural district of thirsting orange groves, is equivalent to a plentiful supply of wealth'.

Can anyone say that a plentiful supply of water at low cost in the Santa Clara Valley is not equivalent to a plentiful supply of wealth? When will news articles be carried in the metropolitan press and over the air under a Santa Clara Valley date line—WATER STRIKE IS HELD BETTER THAN OIL WELL.

What will our land values be when that time occurs? The question is before us for decision on Tuesday, Nov. 17.

HALLAW'E'EN
by
Robert Buell

Hobgoblins stalk about tonight
And witches caldron brew!
The ghosts of former Hallowe'ens
Awake to haunt anew—
Awake to haunt anew!

The wind howls out its agony,
The black cats yowl their tune;
And bats are seen to scurry by
Across a pale white moon—
Across a pale white moon!

The ghosts of Hallowe'en are here
The owls, they question 'Whoo?'
Bad spooks are lurking all about,
Watch out the don't "get you",
Watch out they don't "get you".

Mr. and Mrs. Harry Voss returned last week from a months visit with relatives in Nebraska. The Voss' have moved into one of the Davey houses on Rincon avenue.

Try Our
French & Milk Bread
Taste Good Bakery

Hi P. T. A. Hears
Senator Jones On
Water Conservation

After a delightful supper at the high school, Senator Herbert C. Jones addressed the meeting on the need for and financing of a water conservation project, on last Tuesday evening.

Prof. Leroy Anderson also spoke on the coming conservation election and what it means to this valley.

Mrs. Lillian Rae, dean of the girls, told of the student aid which has already started. She said there was a need for women volunteers to help with the sewing and remodeling on Tuesday and Thursday afternoons. Anyone who can come will be most welcome.

Prof. D. H. Cramer reported that relief work is being done among the boys, too. He announced the starting of a bi-weekly paper put out by a group of students.

The card party given recently was reported as a big success and much appreciation was expressed for the help received from all—especially the merchants who so generously contributed the prizes.

Mrs. Robert Lear, the new vice-president, very ably presided in the absence of the president Mrs. J. Knowles.

Mrs. Julius Bachman
Hostess To Bridge
Club Wednesday

Mrs. Julius Bachman was hostess to the members of her bridge club at an Italian dinner in San Jose last Wednesday evening. Following the dinner at 7 o'clock, the members met at the Bachman home on Everett street and an evening of bridge was enjoyed.

Mrs. Earl Young won high score for the evening and Mrs. Don McQueen received the consolation prize.

Those enjoying Mrs. Bachman's hospitality were Mesdames Frank Anderson, Bert Young, Ethan Lanphear, Don McQueen, Richard Knappen, Earl Young and Horace Lea.

COMMUNITY CHEST
DRIVE TO START
WEDNESDAY MORN

Under the leadership of R. Archibald, campaign manager, the captains of this school district will begin work tomorrow for the big Community Chest drive. Roy Archibald and Guy Farley, financial secretary, have been hard at work for the past week getting things ready for the campaign which will last but one week, closing Tuesday, Nov. 3. In this time, this district has to raise their quota of \$2,250.

The captains working with Archibald in the outlying district are: Louis Shelley, Cambrian; Wilbur Mitchell, San Tomas; Lloyd Gardner, E. Hamilton; Charles Jones, W. Hamilton; Mark Purmort and Geo. Burrows, Budd avenue south in Campbell district; F. L. Howes, Union; Rev. W. H. Lloyd and W. Russ Kennedy, Meridian and J. E. Wiesendanger, Moreland.

Those appointed by Archibald to take care of the drive in Campbell are D. H. Cramer, high school; I. R. Abbott, grammar school; Emma Swope, cannery; E. A. Barker, growers association; Harry White, Jessie Lewis, Rev. A. S. Buell, Dr. W. I. Merrill, T. A. Cutting, Robert Shearer, S. N. Hedegard, Rev. J. H. Bennett, Dr. F. R. Anderson, county hospital; E. R. Kennedy, H. C. Smith, Mrs. H. M. Shadle, Mrs. J. H. Bachman, Mrs. A. D. Rice and Mrs. J. D. Blaine.

Hallowe'en Party
At Methodist
Church Oct. 30

The Hallowe'en party of the Methodist Sunday School will be held at the church Friday night, Oct. 30. The Epworth Leaguers are staging their Hallowe'en party Saturday night, October 31.

"Unemployment and relief in the local community" is the subject for consideration at the Methodist church next Sunday evening. Mrs. Walter I. Merrill, who has had much experience in distributing aid to needy people will tell of the needs of this winter. Mr. Ralph Hyde, chairman of relief work from the Kiwanis club will tell of the Kiwanis plan to assist local people. Rev. Albert S. Buell will talk on finding the facts about community needs and ways to meet unemployment and needs as suggested in the Hoover plan.

All social service and benevolent groups, including the churches and lodges in the community, are invited to be present and participate in plans to meet our local situation. Service at 7:30 Sunday evening.

Mrs. Effie Hubbell, who was in attendance at the W. C. T. U. convention which met last week in Modesto, had the misfortune to fall on a flight of stairs and fracture her hip. She was taken to the hospital in that city and will be confined for some time.

The Cambrian Home and School club are sponsoring a Hallowe'en card party at the school Saturday evening, October 31. Whist is to be played.

News Review of Current Events the World Over

Premier Laval in Washington Conferring With President Hoover—Status of Manchurian Embroglio—Blanket Freight Rate Increase Denied.

By EDWARD W. PICKARD

PIERRE LAVAL, premier of France, arrived in the United States Thursday for his conversations with President Hoover. Having arrived at once to Washington, he was received there with all due formality and cordiality and was housed, with his entourage, in the mansion of Ambassador Walter Edge. There was the stated round of calls, receptions and dinners, all arranged in advance by Warren Delano Robbins, the "chef de protocol," and both M. Laval and his daughter, Mlle. Josette, seemed to enjoy themselves.

However, the chief interest in the premier's visit centered in his talks with Mr. Hoover. What they discussed and what conclusions they reached, if any, were not to be given out to the public until the affair was all over. But it was known that the French mission was concerned especially with questions of finance and disarmament and would try to reach an agreement in which these two matters would be linked up with the security which France continually demands. M. Laval was troubled by the American belief that France is militaristic and did his best to dispel that idea. On the way over he intimated that about the limit he expected from America in the way of security guarantees was a consultative pact to define the aggressor in war, but he thought the instrument might be so worded as to imply certain assurances of the attitude of the United States towards a power that deliberately forces war.

As to finance, the premier expected to reach an agreement with Mr. Hoover concerning prolongation of the moratorium on war debts and reparations. He also hoped plans might be laid for an international conference to examine the gold and credit questions.

FOR one minute Wednesday night the people of the United States turned out their electric lights in tribute to the memory of Thomas Alva Edison—an impressive demonstration that was requested by President Hoover. That day the funeral of the greatest inventor of all time was held in West Orange and his body was laid in the tomb. The services were simple but many thousands of mourning men and women were there. Mr. Hoover was kept in Washington by official duties, but he was represented by Mrs. Hoover. Henry Ford and Harvey Firestone, closest friends of Edison, were prominent in the throng. They had said goodbye to him two weeks before when all knew his death was not far off.

JAPAN removed the Manchurian embroglio from the front page temporarily when it withdrew its objections to American participation in the discussion of that matter by the League of Nations. This, however, was a mere formality for Prentiss Gilbert, American consul at Geneva, already was sitting in with the league council. The committee of five of the council suggested that the powers signatory to the Kellogg anti-war pact call to the attention of Japan and China their obligations under that treaty, and identical notes on that line were sent to Tokyo and Nanking by Great Britain, the United States, France, Italy, Germany, Spain and other nations.

Then the council committee continued its discussions of the Manchurian question and it was reported that its attitude was being reversed owing to alleged suggestions from Washington. Japan, it appeared, was about to win a complete diplomatic victory, and the Chinese delegates were dumbfounded. In other words, it was rumored the council would decide that Japan's occupation of Manchuria might continue indefinitely until Tokyo was satisfied that the security of Japanese in the province was amply guaranteed, and that negotiations between Japan and China should begin at once. There was every reason to believe that these conclusions would be indignantly rejected by China.

Diplomats in Geneva feared the results of the council's rumored change of view, prophesying that the Nanking government would fall, that there would again be chaos in

China and that the influence of the league and of white nations generally in the East would greatly decline.

Briand, as a kind of mediator, asked Japan to abandon the fifth of its five points, which demands "a new arrangement between the South Manchurian and the Chinese railways in Manchuria to obtain co-operation, and it was intimated in Tokyo that this might be done.

Japan's other points are:

1. A mutual pledge by both nations not to resort to aggression.
2. Chinese abandonment of anti-Japanese movements, including boycotts and anti-Japanese propaganda in school textbooks.
3. Mutual respect for territorial integrity.
4. Chinese recognition of the validity of the existing treaties guaranteeing protection of Japanese life and property and the right to reside and engage in peaceful occupations on leased land in Manchuria.

These are not final terms, but are considered by Japan essential preceding withdrawal of troops to the railway zone.

In reply to the nations that invoked the Kellogg pact, Foreign Minister Shidehara declares that Japan recognizes fully its responsibility under the pact and holds that its army's action in Manchuria has been activated solely by reasons of self-defense and also to protect Japanese lives and property against wanton attacks by Chinese troops and bandits.

The Japanese government, according to the reply, does not intend to take recourse to war to obtain a solution of its differences with China. The government's aim is to compose the differences peacefully.

GREAT BRITAIN'S parliamentary campaign developed into a good deal of rough house performance, with many fist fights and the

slinging of much mud. Prime Minister MacDonald held his own quite well in the debates, but some others did not fare so well. Sir Oswald Mosley, leader of the New party, was the center of disturbance whenever he appeared with his bodyguard of prize fighters and football players. He was jeered and booed and physically assaulted several times and a Birmingham court issued summons for his arrest after a stormy meeting in that city. Winston Churchill was nearly mobbed while addressing a meeting in support of Viscount Boredale, son of Countess Beatty, but was saved from the howling crowd by the police.

One novelty of the campaign was the use of airplanes in aid of the National government candidates. The machines were all privately owned and were under the direction of a woman, Mrs. R. R. Bentley.

DECLARING that a blanket 15 per cent increase in freight rates would be contrary to the best interests of the railways and would be unjustified by the economic conditions prevailing, the interstate commerce commission denied the application of the carriers for the boost.

The commission suggested instead a temporary increase of rates on numerous specified commodities for a period ending March 31, 1933, with the understanding that the additional revenue produced by such increases shall be pooled by the railroads to meet deficiencies in interest payments on their bonds and other obligations. This increase, it was estimated, might produce as much as \$125,000,000, whereas the roads hoped to get \$500,000,000 from the blanket raise asked.

In some quarters it was intimated that the railroads might now resort to cutting the wages of their 1,300,000 workers, which they are loath to do since they realize this would decrease buying power and in turn decrease the quantity of freight carried.

WHEN the President returned to Washington from the Yorktown celebration, one of the first delegations he received was from Philadelphia, bearing a strong protest against parts of the navy economy program, especially the postponement of the construction of the \$3,000,000 naval hospital in that city. Four congressmen told Mr. Hoover they thought work on the hospital should go ahead.

Another delegation, which included Senators Nye and Frazier of North Dakota, asked White House aid in relieving the farm land credit situation in the western and northwestern farm regions. Later the two senators said that

the President had promised to add federal farm banks by recommending an increase in capitalization.

They said they told the President that the present capital of the 12 land banks is tied up in farm land that cannot be sold, and hence the farmers in this time of stress are not able to avail themselves of the credit facilities which congress intended when it created this particular branch of the treasury system.

Fears that the economy program for the Navy department would be disastrous for the navy band and the maintenance of Old Ironsides, otherwise the frigate Constitution, were dispelled by an announcement by Theodore G. Joslyn, secretary to the President. He said that whatever else is eliminated from the budget, the band and the historic frigate would be provided for. The President, he said, is opposed to diminishing "the inspirational value" of the old Constitution by laying her up and to taking the "joy out of life" by scrapping the band.

CATHOLIC discontent and home rule for provinces threatened so much trouble for the regime of Manuel Azana, the new provisional president of the Spanish republic, that the cortes took quick action, passing a law "for the defense of the republic" that gave Azana real dictatorial powers. He is now in a position to deal with the monarchist-clerical and syndicalist groups, and also with the rebellious members of the government.

Acts of aggression against the republic are defined elaborately. The government can deal with labor, political and religious disorders with extraordinary powers. It is privileged to dissolve any organization considered a menace to public order, suppress a hostile press and fire any public official whom it finds lax in enforcing the law.

The government is also empowered with the right of search and seizure of arms. Anyone convicted of possessing firearms, or even of eulogizing the ousted monarchy is liable to imprisonment. Strikes will be illegal unless preceded by an eight-day notice.

REPRESENTATIVES ERNEST R. Ackerman of New Jersey and Fletcher Hale of New Hampshire, both Republicans, died during the week. The Democrats thus for the time being had a majority of one in the new house, the count being: Democrats, 214; Republicans, 213; Farmer-Laborite, 1; vacancies, 7.

Five of the vacancies, two normally Democratic, are to be filled at special elections November 3. Governor Larson of New Jersey was expected to call a special election to fill the vacancy in the normally Republican Fifth district before the new congress convenes December 7. Attorney General Stevens of New Jersey believed, however, there was not sufficient time.

FORMER Representative Harry E. Rowbottom of Indiana, who was sentenced to a year and a day imprisonment in Leavenworth penitentiary for accepting bribes for patronage jobs in the First Indiana district, is to be released on parole on November 9, though his term normally would not end until February 9, 1932. It was learned at the Department of Justice that among those who recommended the parole were Senators James E. Watson and Arthur R. Robinson of Indiana, both Republicans.

Other recommendations in favor of releasing Rowbottom before the expiration of his full term were made by Circuit Judge Charles E. Woodward, who sentenced the former representative, and by Judge Vanderbilt of the Probate court of Evansville. District Attorney George I. Jeffery, who prosecuted Rowbottom, was opposed to the parole, the Justice department said.

A. I. CAPONE, boss gangster of Chicago, facing sentence to the penitentiary after his conviction on charges of income tax fraud, was dealt yet another blow by the government last week. Collectors of internal revenue at Chicago and Jacksonville, Fla., were directed by Secretary of the Treasury Mellon to place liens on all property owned by the racketeer as a preliminary move toward the collection of taxes ranging from \$200,000 to \$1,000,000.

GREEK people resident on the island of Cyprus revolted against British rule, demanding that the island be turned over to Greece. Mobs stormed and burned the government house in Nicosia and fought the police. Four British warships were sent from Crete and airplanes carried British soldiers from Egypt.

(© 1931. Western Newspaper Union.)

SCHOOL NOTES

The annual Roosevelt program was held by the high school today in the grammar school auditorium. This program commemorates planting of the redwood tree by Theodore Roosevelt 28 years ago on May 11. The program consisted of two musical selections by the orchestra, a duet "Hushabye" by Muriel Wilson and Lois Bachman, accompanied on the piano by Olga Brydon; Earl Graves recited the talk given by Roosevelt when the tree was planted. Rev. R. N. Patterson of San Jose gave the main address of the assembly and he talked on the life of Roosevelt. Others taking a part in the program were: C. H. Whitman, Mrs. Ellen R. Smith and E. W. Allen.

The student body dance given Friday night at the annex was very successful and well attended.

The Fremont Union High school basketball team will play Campbell here Friday night. The 110s and 120s will compete.

The Glee Club committee has chosen the operetta for

this year. It is called "The Magic Maker". The date of the try-outs has not been set, but students are practicing the parts they desire.

A club for students who taken a year or more of Spanish has been organized under the guidance of Miss Thomas. This club is a division of the International club.

Officers of the new club are: president, Alberta Lanz; vice-president, Eine Berry; secretary, Betty Henly; reporter, Charles Fammatre.

At the last Girls' League meeting Joan Hughes and Lulu Murdock were chosen as delegates to the annual convention held in San Jose (Continued on Page 6)

Poultrymen

Poultry ranchers know the importance of buying and selling when the market is right. A little extra capital often makes the difference between a profit or loss.

That is why many of the leading poultrymen in the Santa Clara Valley have for years used the facilities of the San Jose Pacific. Through pass book savings they are able to build up a tidy reserve—useful in buying feed at cash prices, or in obtaining needed incubators, feeders or brooders.

Still others place their funds in longer term investments at this pioneer association—enjoying a sure, steady return during times of good prices or low.



SAN JOSE PACIFIC
BUILDING AND LOAN ASSOCIATION

Main Office, 81 West Santa Clara, San Jose
Branches: 43 Montgomery, San Francisco; 16th and San Pablo, Oakland

GOOD FOOD

and prompt
SERVICE

Make Eating a pleasure at
The Busy Bee

OPEN FROM 6 A. M. TO 8 P. M. EVERY DAY

"More genuine satisfaction than any car I ever owned"

THE FORD is good-looking. It is safe. Comfortable. Speedy. Reliable. Long-lived. Economical. Everything a good car should be.

There is, too, an added something about it that brings enthusiastic comments from every one who has ever driven a Ford . . . the joy it puts in motoring.

"I have been a car owner continuously for nearly 20 years," writes a motorist connected with a leading university. "During this period I have bought eleven new automobiles. Eight of the eleven were in the middle-price field, one cost three thousand dollars, and the last is a Ford I purchased thirteen months ago.

"In the light of this experience I can say in all sincerity that I have derived more genuine satisfaction from the Ford than any car I ever owned. In

saying this, I am thinking in terms of comfort, safety, driving pleasure, ease of control and economy. My next car will also be a Ford because it will give me what I want at a price I can afford to pay."

When you get behind the wheel of the Ford and drive it yourself you will know it is a truly remarkable car at a low price. You will like it when you first buy it. You will become more and more enthusiastic the longer you drive it.

After thousands of miles of driving you will say "it's a great car." Its economy will save you many dollars.

FIFTEEN DIFFERENT BODY TYPES

\$430 to \$640

(F. O. B. Detroit, plus freight and delivery. Bumpers and spare tire extra at low cost. Convenient, economical terms can be arranged through your Ford dealer.)

FORD MOTOR COMPANY

DR. W. J. MERRILL
Physician and Surgeon
Office hours: 10 to 12 and 1 to 5
Office and Residence, Phone
Campbell 122

DR. F. R. ANDERSON
Physician and Surgeon
Office hours: 10 to 12 and 1 to 5
Office: Curry Bldg. Phone 166
Campbell, Calif.

EUGENE S. GRATTAN
Attorney-at-Law
Phone B-1 6900—47 W. Santa Clara
91 Aumeria Bldg.
San Jose, California

DR. ERNEST A. ABBOTT
Dentist
Rm. 6, Porter Bldg., San Jose
Phone San Jose 2447

Masonic Notice
Charity Lodge No. 368, F. & A. M., Campbell, Calif.
Stated meetings held on the first Monday of each month.
Percy Dunlap, W. M.
T. A. Robinson, Secretary

Independent Order of Odd Fellows
Morning Light Lodge
No. 42 Meets every Thursday evening in I.O.O.F. hall.
Gojourning members are cordially invited to attend the lodge meetings.

Hugo Bloom, N. G.
J. H. Bachman, Sec.

Independent Order of Odd Fellows
Patriarchal Branch

Barnes Encampment No. 77
Meets first and third Wednesday evenings at I. O. O. F. hall in Campbell.

FRANK COUPLAND,
Chief Patriarch.
A. B. BRYDON,
Scribe.

Japan Missionary To Visit Local Congregational Church

Visit of Rev. Marian Ernest Hall of Doshisha Kyoto of Campbell will commence this Thursday evening in the

Congregational Church. A picnic dinner will be held at 6:30 p. m., coffee only will be supplied by the Friendship Club which is sponsoring Mr. Hall's visit. Anyone unable to attend the dinner is invited to be at the Round table discussion at 7:00 p. m.

After this week, Mr. Hall will be with us each Wednesday evening for another five weeks. The object for his coming is to lead us in Missionary study and also to enable us to face up the problems fearlessly, that confront the Church. Mr. Hall is home from Japan where for 16 years he has carried on a very efficient work among the students of the Doshisha College. He is a man of considerable culture and everyone who is able to meet him will be brought into contact with a virile personality.

Come and hear and get the inspiration and then you will WANT to attend regularly.

Miss Hinze Will Address Women Club Monday, Nov. 5

The committee in charge of the program for the meeting of the Country Woman's Club Monday, Nov. 5, announces that Miss Hinze, instructor at the San Jose State College will speak on "Personal Glimpses of Canada," and Mrs. Edward Blair (Kathryn Cooper) who had been for some years in Teheran, Persia, will speak on "Customs of Persia," and Stephen Merrill will sing.

Cong'l Guild Notes

The summer group of the Congregational Church Guild will meet next week Thursday afternoon, Nov. 5, instead of this week as previously announced. Mrs. F. R. James will be hostess at her home on south second street with Mrs. Griffin assisting.

The spring group of the Guild will hold a Food Sale at Field's Grocery store Saturday, October 31.

Mesdames J. C. Ainsley, H. C. Smith, Leigh Saunders, G. S. Robson, Donald Page, Gordon Ainsley, Ralph Hyde, W. N. Lloyd, Dan Clark, Lionel Lenox, L. C. Shank, F. V. Perrott attended the Saint Mary's bridge party at the Hotel Sante Claire last Tuesday afternoon.

Mrs. Herold Morton was hostess to a number of her friends to a bridge luncheon Friday afternoon. A similar affair was also held Saturday

afternoon. Mrs. Frank Plummer of San Jose, was co-hostess.

Mrs. Lillian Ohlen, district deputy president paid an official visit Wednesday evening to the Philotessain Rebekah lodge in Cupertino. She was accompanied by the district deputy marshall, Josephine LaBarbera.

Last Sunday Mrs. M. Tusler and son Jack of St. Paul spent the day with Mr. and Mrs. W. T. Alexander. Jack Tusler travels for the chain stores and is traveling constantly.

Mrs. P. H. Dunlap and son, Robert are spending the week at their cottage in Redwood Estates.

An agricultural marketing institute for growers will be held at the grammar school

starting the afternoon and evening of Nov. 12. This institute will be held in connection with the regular agricultural courses held at the school.

Mrs. Emma Bulmore will be hostess to the members of the Ada Rebekah Stitching Club at her home in Los Gatos Thursday, Nov. 5.

Stephen Merrill attended the auditorium of KPO Monday night. He also visited

Bert Young, Jr. during the broadcast.

Campbell Barber Shop

Hair-Cut Shave Stage Shampoo
Electric Massage
Ladies Hair Bobbed And Children
A Specialty
Razors Honed
Shears Sharpened
John Fortini
Prop.

FIELD'S STORE

THURSDAY, FRIDAY and SATURDAY SALE

Leslie Salt, 2 lb. pkg. 7 1/2c
Del Monte Early Garden Peas, No. 2 can 15c
Assorted Biscuits, N.B.C., (English Style), lb. pkg. 31c
Lipton's Yellow Label Tea, 1/2 lb. 42c
Del Monte Fancy Dried Apricots, lb. 19c
Diamond Matches, 6 for 23c
Martinelli's Cider, gal. 70c
Del Monte Sliced Peaches, Yellow Cling, No. 2 1/2 can, 2 for 31c
Hostess 3 layer Yellow and Black Hallowe'en Cake 39c
Blue Moon Cheese, American, Limburger, Pimento 19c
Roquefort 22c

FIELD'S STORE

PHONE 127 SERVICE AND DEPENDABILITY

MARCELLING FINGERWAVING

PARAMOUNT BEAUTY SALON

Upstairs, B. O. Curry Bldg.
Phone 92 — Campbell, Calif.

Supreme Permanent Waves and All Lines of Beauty Work

ALICE BALLOU, Manager

FIRST CHURCH OF CHRIST, SCIENTIST

Los Gatos, California

Announces

A FREE LECTURE

On

CHRISTIAN SCIENCE

by Arthur P. DeCamp, of St. Louis, Missouri, Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts

In the Church Edifice

East Main Street, Los Gatos

Thursday Evening, October 29, at 8:15 O'clock

EVERYONE IS INVITED

Say It With Savings In the Bank



Think of the home and other things you want to own... Picture the trips you would like to take... Imagine the enjoyment of a real carefree vacation... Consider the taxes, insurance and monthly payments to be met... Figure on the possibility of profitable investments...

Ask yourself what you would do in the event of sickness, loss of employment or other misfortune...

Then determine to be ready for every opportunity and every emergency with ready cash.

Start a savings account today in the American Trust Company. Add to it regularly and see how interest will make it grow.

AMERICAN TRUST COMPANY

Since 1854

Member of the Federal Reserve System

GOODYEAR

Lifetime Guaranteed Super Twist Cord

PATHFINDER

MAKE OF CAR	SIZE	Price of Each	Each in Pair
Ford '26 to '27, Chevrolet '26 to '27	29x4.40-21	\$4.98	\$4.98
Chevrolet '28	29x4.50-20	5.40	5.45
Ford '28-29, Chevrolet '28	30x4.50-21	5.89	5.95
Ford '29-30, Chevrolet '29-30, Buick '29-30, Packard '29-30	28x4.75-19	6.85	6.45
Chevrolet '30-31, Packard '30-31, Buick '30-31	29x4.75-20	6.75	6.57
Chevrolet '32, Dodge '32 and '33-34, Buick '32-33, Packard '32-33, Ford '32-33	29x5.00-19	6.98	6.80
Buick '34-35, Nash '34-35	30x5.00-20	7.10	6.90
Chevrolet '35, Oldsmobile '35-36	28x5.25-18	7.90	7.65
Dodge '35-37, Buick '35 to '36, Nash '35	31x5.25-21	8.57	8.35
Chevrolet '36-38, Dodge '36, Buick '36-37, Oldsmobile '36, Packard '36-37	28x5.50-18	8.75	8.50
White-Knight '38 to '39, Oldsmobile '38-39, Buick '38-39, Nash '38-39, Packard '38-39, Hupmobile '38-39	29x5.50-19	8.90	8.65
White-Knight '39-40, Nash '39-40, Packard '39-40, Hupmobile '39-40	32x6.00-20	11.47	11.15

\$4.98

EACH

28x4.75-19

\$4.00

Each in Pair



GOODYEAR SPEEDWAY



SIZE	Price of Each	Each in Pair
29x4.40-21	\$4.35	\$4.25
29x4.50-20	4.78	4.65
30x4.50-21	4.85	4.70
28x4.75-19	5.68	5.57
29x5.00-19	5.99	5.83
30x3 1/2	3.75	3.65

GOODYEAR ALL-WEATHER

Come in—Let us make you an offer for your old tires on a set of new Goodyear All-Weathers. Get the protection of new tires for Fall and Winter driving.

TIRE REPAIRS
Factory Methods

Jones Service Station

Opposite Schools

Phone 111

GOOD USED TIRES \$1 UP

Industrial Survey of San Jose and Santa Clara, Calif.

These San Jose Business Firms Suggest That You Try Your Home and Neighboring Towns FIRST

San Jose is the home of wideawake friendly merchants who want to see their city grow into one of the most progressive cities in this section. San Jose firms of all kinds—banks merchants and manufacturers, can be depended upon to do their part to help this condition continue. If the residents of a dis-

trict have to do their shopping in some distant city, the home community suffers accordingly. The wants, desires and demands are taken care of by San Jose merchants who carry metropolitan stocks of quality merchandise. In this, our survey or review of practically every line of business in the city and surrounding territory, we find that

the concerns reviewed on these pages carry stocks and give service that would be a credit to a much larger city than San Jose. We found that their merchandise was moderately priced. Allow us to suggest that before you drive to some distant city to shop—"TRY YOUR HOME AND NEIGHBORING MERCHANTS FIRST."

MAURER MACHINE COMPANY

Located at 132 Spencer in San Jose, Ballard 103

With the spread and use of the motor car and truck and its consequent practical standardization comes the demand for the auto repair men who are able to re-new the motor and give the car and engine a long life. The American habit of discarding the old car every year and getting a new one has received quite a setback by the prevalent hard times and thus the auto rebuilding plant takes its proper place in the economic life of the country.

The Maurer Machine Company makes a specialty of grinding cylinders and crankshafts. This is a highly specialized service and one which is very essential. When you have your cylinders ground at this establishment the most accurate instruments will tell you they are perfect.

No matter what it may be your motor needs in this line they are able to take care of them. In charge is a machine expert of ability who is able in an instant to tell you exactly what is wrong, what the probable cost will be, and if it will not pay to fix the particular part they will promptly tell you so. One of the special features of the place is the getting out of work on time and when promised.

By close microscopic examination it has been found that grinding of cylinders is far better than reaming. What is cylinder grinding? It is a highly perfected method of making cylinders round. Regrinding cylinders has a desirable effect on the power in that it restores the motor to its normal condition. A grinding job gives the owner a seasoned motor not obtainable in a new car. Regrind cylinders are better than new ones, not just as good, but leading auto and commercial car manufacturers of this country use the process used here.

HOWELL FURNITURE COMPANY

Complete Home Furnishers

The Howell Furniture Company is located in Santa Clara at 1140 Franklin, telephone, Santa Clara 125.

One of the important features of the business life of any community is the outfitting of the home. In this respect let us direct your attention to the Howell Furniture Company.

When they first started in business they decided that the best would be none too good for their customers and they have conducted their large establishment on this policy ever since. They are prepared to furnish the home completely and their stock includes the moderate and the expensive designs, whichever you desire.

They can furnish you a showing of any period and their ability to fit you in the furniture line is only limited by the various styles turned out by the American manufacturer today. If you are contemplating the furnishing of a room completely or if it is only one of two pieces that you want, you will be able to find the right thing here at reasonable prices arranged through their credit department.

In this review we are glad to compliment the Howell Furniture Company upon the economic position they occupy in the life of the people and the excellent stock always kept in store for the benefit of the public and their intelligent and efficient service.

Don't Approve

Auto

Until December

San Jose, Cal. Motor car owners of California were asked today by Russell Evans, registrar of the Department of Motor Vehicles, to wait until December 1st before mailing in applications for 1932 license plates.

Several hundred applications have already been received at this date, Evans said, although it is unlikely that any plates will be mailed out until after Christmas.

Such applicants not only cause extra work in the renewal office but are also deprived of their certificate of registration for several weeks inasmuch as the cer-

Rylander & Rylander

Dependable New and Used Parts — Rebuilt Batteries \$2.50, Used Batteries, \$1.25; Used Tires, \$1; All Sizes Tubes, 50c. Also Battery Repairing. Charge for Battery Recharging, 50c.

Located in San Jose at 1417 W. San Carlos, telephone, Ballard 962, Rylander & Rylander Auto Wrecking Company do an extensive business in used auto parts and auto wrecking, and is a firm that renders the people of this section excellent service in a business that deserves the most liberal patronage. For they carry a complete line of Used Parts for all makes of cars. There has sprung up overnight as it were, firms which make a specialty of making use of waste material. This is applied to a great many articles, but to no greater degree than to the automobile industry.

The Rylander & Rylander Auto Wrecking Company tears down and utilizes the parts in various ways. By so doing they save the cost of producing these parts again which releases material and labor

for the production of new parts and for new cars. There are many parts of an automobile that now show but little wear after years of service and while they may be broken they scarcely ever wear out. This places on the market these parts practically as good as new at prices that are much under those of new parts. This accrues to the benefit of the motorist and this fact alone is causing wrecking concerns such as this one to increase in popularity each year.

Because of the ready sale of these parts when salvaged, this firm will surprise you in the price they will give for the automobile that you had thought good only for junk. Give them a chance regardless of the condition of the machine and we are sure you will be satisfied.

Art Fixture Shop

Features Everything In Lighting Fixtures For the Home

Located in San Jose at 798 S. 2nd Street, corner of Virginia Street, telephone, Ballard 1248 the Art Fixture Shop is the most modern and up-to-date lamp and light fixture shop in this section of California. They are most extensive dealers and manufacturers of floor and table lamps, and five place equipment. They are manufacturers and designers of all kinds of lighting fixtures, and if you want something special to match, the Art Fixture Shop will gladly submit designs to you with out obligation. Mr. Cambiano will be pleased to show you his stock and explain everything to you whether you are ready to purchase now or

at some later date. We might also suggest that lighting fixtures make most appropriate gifts for all occasions, whether it be for Mother—Dad—Sister or Brother. You are sure to find something here that will please the whole family.

The business is under the direction of a progressive business man who appreciates the value of good service as a trade winner and he with his associates are always willing and anxious to accommodate their patrons. The firm has always taken an active interest in the development of this country and is highly respected for it.

The Rosetta Beauty Salon

Expert Cosmeticians

Located in the Y. W. C. A. Building in San Jose, telephone, Ballard 8289, maintains one of the most modern and up-to-the-minute beauty shops in this section of California. They practice beauty work in all its branches, such as marcelling, shampooing, facials, hair dyeing, manicuring, permanent waving, etc.

This shop employs only experienced operators and is under the management of one who believes that satisfied customers are their best advertisement.

This well known profession has developed within the last few years from a trade to an art of science. This day and age of the specialist has found the art of beauty culture advancing with rapid strides.

The Rosetta Beauty Salon is

well equipped with all the latest approved devices and comprises all the advanced methods.

To be accurate at the work, years of study must be given. Their work of treating the hair and skin has received careful study, supplemented by years of practical experience.

The manager obtained her business education under an able and well known beauty parlor school. This training and the knowledge obtained by practical experience has built up the well merited patronage being now received.

The management and their assistants with their strong desire to make this beauty parlor most worthy of patronage and we wish to compliment them in this edition for the success required in their special field.

Hill's Flowers

Say It With Flowers

Located in San Jose at 266 E. Santa Clara, telephone, Ballard 7744, is the young flower establishment that is furnishing San Jose and the surrounding territory a choice selection of cut flowers, floral designs and noted plants in the freshest of condition. They also offer metropolitan service by telephone and mail orders.

Located in San Jose at 266 E. Santa Clara, telephone, Ballard 7744, is the young flower establishment that is furnishing San Jose and the surrounding territory a choice selection of cut flowers, floral designs and noted plants in the freshest of condition. They also offer metropolitan service by telephone and mail orders.

Located in San Jose at 266 E. Santa Clara, telephone, Ballard 7744, is the young flower establishment that is furnishing San Jose and the surrounding territory a choice selection of cut flowers, floral designs and noted plants in the freshest of condition. They also offer metropolitan service by telephone and mail orders.

It is a well established fact in this section that this establishment offers the trade a choice selection of cut flowers, floral designs and noted plants in the freshest of condition. They also offer metropolitan service by telephone and mail orders.

Located in San Jose at 266 E. Santa Clara, telephone, Ballard 7744, is the young flower establishment that is furnishing San Jose and the surrounding territory a choice selection of cut flowers, floral designs and noted plants in the freshest of condition. They also offer metropolitan service by telephone and mail orders.

Located in San Jose at 266 E. Santa Clara, telephone, Ballard 7744, is the young flower establishment that is furnishing San Jose and the surrounding territory a choice selection of cut flowers, floral designs and noted plants in the freshest of condition. They also offer metropolitan service by telephone and mail orders.

Subway Radiator, Fender & Body Works

Everything In Radiator and Body Work

The Subway Radiator, Fender and Body Works, which is located in San Jose at 568 W. Santa Clara, telephone, Ballard 1221, is headquarters in this section for radiator, fender and body work, specializing in radiator re-coring. This is the most efficient establishment of the kind in San Jose. They specialize in all classes of radiator work and furnish new radiators. There is nothing more important to development of the modern community than a progressive establishment such as this one, which is replete with a complete line of radiators of all kinds and supplies, and prepared for radiator work.

Re-coring of radiators is a very important business and they are equipped scientifically to do this work correctly. Their men are experts on the work and their prices are most attractive. They are known for their prompt and efficient work.

When it comes to radiators, fenders and body work, you will find this establishment complete and you will readily learn why it has come to be known as the house of quality, the highest class of service, and the most reasonable prices possible are features that bring them ever-increasing patronage.

The management is in the hands of a prominent citizen actively

interested in home progress. We are pleased to compliment this well-known and justly popular establishment and to suggest to our readers that they take their radiator troubles to them, while you will find all of the other features of their service metropolitan and efficient to the last degree. It is the place to take that next wrecked car for repairs.

Owing to the construction of the new Subway on Santa Clara Street, it is necessary to close the street to traffic, so the Subway Radiator, Fender and Body Works are planning on moving to new quarters, so watch this paper in a few days for their new location.

Standard Garage

Expert Work-by Expert Mechanics

Located in San Jose at 284 S. Market, telephone, Ballard 5906, the Standard Garage is the mecca for tourists from all the states, the local autoist and native citizens when in town, and offer the glad hand to every one whether or not they want service or just some information.

This garage is among the best known garages of this section of the state. Service and supplies for the motorists are features of their very magnanimous service and are sold as reasonably as any place in California.

They welcome all to San Jose

and ask them to make this place their auto home while in town. The management and assistants are thoroughly familiar with all the roads over the state and will be pleased to route anyone anywhere, give information upon the rapid development of this part of the state, as well as to see that your car is ready to go.

They make a specialty of their car repairing department and this department is in charge of very capable mechanics and has equipment to furnish the best of work. The manager is courteous and accommodating and will be pleased

to show you the advantages of patronizing this concern when in need of any kind of automotive service.

They also maintain a used car department, where they sell honestly represented used cars, and if you are in the market for a good used car, be sure to look them up the next time you are in San Jose and we assure you of a square deal.

We are pleased to compliment the firm on the efficiency of their service and the wonderful manner in which they have built up their large and growing patronage.

Hester Theater

Home of Pick of the Best Talking Pictures

Located in San Jose at 1433 The Alameda, telephone, Columbia 1920, the Hester Theatre is one of the finest show houses in the district and is furnishing the people with the pick of the best talking pictures. They offer feature productions and bring the world's stars of the screen to San Jose.

They merit the liberal patronage of the people and constitute one of the important features of the commercial organizations of the community. They bring social entertainment to the city and are one of the most prominent theatrical men in this part of the state.

The theatre is attractively furnished, tastefully decorated and comfortable in every way, being pleasing to the eye, restful to the tired nerves and jaded senses. Amid attractive surroundings you are entranced by the excellent and dreamy music, while the world's greatest actors of shadow and stage play the productions of the most renowned playwrights of the continent. You see and hear romance and fiction, travel, war, drama and all the various phases of life depicted, not only for the entertainment of the public, but for education and intellectual uplift as well.

The theatre has a modern heat-

ing and ventilating system, is perfectly appointed and is well known as one of the finest show houses in this part of the state.

There is nothing which adds so greatly to the progress of the community as do live-wire theatres such as this. They not only bring the great stars here to entertain us with their delightful performances, but they bring added business activity to benefit the entire community.

In making this review of the onward progress of the community we are glad to compliment the management of this theatre upon the good that is accruing through their efforts in furnishing all that is best and fine in talking pictures.

Bernhardt's

A Food Department Store

Located in San Jose at 395 S. 2nd St., telephone, Ballard 1003, Bernhardt's is a home-owned store and is one of the most ideal located grocery stores in this section of the state.

Since the rapid transportation of the day has widened the scope of activities of the business grocery has become a more and more important factor in the life of all over the county come here to secure the finest of food products of the day.

This grocery firm has made an extensive study of conditions in the provision trade and is kept abreast of the times. There is nothing new that passes over their heads and the people of this section are fortunate in having a firm of such ability to serve them.

They have the latest and most modern equipment and are prepared to

quality of products. Operating as a home-owned store with buying facilities, it has been able to

maintain a high standard of

service and a continued drain

on their resources.

Bernhardt's stock includes fruits

of all kinds. Each department is

stocked in and out of season, they

being in touch with the tropical

as well as the northern markets

and thus offer a variety sure to

suit.

They procure only the best of

vegetables and their volume in this

department is such that they are

enabled to keep an extensive

variety and keep it fresh always.

In this issue it is a pleasure

to refer Bernhardt's to our readers

and to compliment the manager

upon the conduct of an institution

that is so modern and that

adds in the case of house-

keeping as well as lowering the

high cost of living.

One reason for this is the fact that they

have a much higher overhead as

they have to maintain many of-

ficials which is a continued drain

on their resources.

San Jose Secretarial School

117 South Second Street

This is a popular school that offers the advanced methods of Accounting, Secretarial Training, Machine Bookkeeping. Their accomplishments are evidence of the popularity this school has won by turning out pupils who will be found as leaders in every walk of business life. Under able directors who have always taken an interest in the school life.

Through the progressive efforts of this valuable institution the younger generation of this state is now offered the educational advantages of any modern city. It is not often that cities like this can boast of such an up-to-date institution as this one. Not only can the young men and young ladies of this country secure a general education, but through this business college they can prepare themselves for their life's

work. This is a day and age of business efficiency and the man or woman who is not prepared to keep pace with the demands of the present day business efficiency is soon lost in the hurry and bustle of modern methods. It is not necessary that one becomes a machine, but it is absolutely necessary that everyone who wishes to be successful in the business world, have a practical business education, and such training can only be secured in an institution devoted to preparing its pupils for business life.

The management of this school is progressive, able and efficient and have built for themselves a school a reputation of accomplishment and honesty and their untiring efforts merit liberal support from the people of this state.

The business school is one of

the leading institutions of its kind and has contributed in no small measure to the fame and prosperity of the country.

This school is far above the average business college and specializes in keeping all their equipment (text books and instructions) in accord with the rapidly advancing times. Everything in business can be learned here. The most efficient methods for the expeditious conduct of modern business are installed into their students. That is the reason that the students from this school can be found in all the walks of business life. It offers people of the community the advantages of a modern and progressive and efficient business college right at their very door and in this edition we wish to urge that this is a logical school for students.

Jewel Baking Company

The Home of Everybody's Bread

Located in Santa Clara at 1151 Franklin, telephone, Santa Clara 58-W, the Jewel Baking Company is one of the most widely known bakeries in this section, not only because they maintain a modern, scientifically equipped plant which is under experienced and expert management, but also because of the fame their famous high-grade products have gained from far and wide. Of course everyone known their excellent service in this connection. When the people who handle important articles of food and their place of business

are of a type referred to above, it is safe to wager that what they have to offer is the best that money can buy.

So great has been the care in their effort to give the people the most wholesome food that their host of customers have long since learned not to accept goods from any other establishment, because of their confidence in their products.

Those who have never tried the products from this bakery are missing one of the main adjuncts to the perfect meal, as hosts of people are demanding that their

supply houses carry this excellent line of pure food bakery goods.

The standard of this institution is the best grade flours, pure shortening, sugar, salt and other ingredients, mixed and baked under clean, sanitary conditions, by skilled workmen.

As a consequence they find the business of the institution spreading far and wide over this section of the state and in this review we are glad to give commendable mention to their activities and to predict for the place ever greater expansion in the future.

Klean Rite Auto Laundry

Complete Washing—
Greasing & Polishing
—Electric Polishing

The Klean Rite Auto Laundry is located in San Jose at 1st and Julian streets, telephone, Columbia 678. It is now under the management of W. (Ike) Uzzell, who has recently taken over the entire business, but will be known as the Klean Rite Laundry, same as before.

With automobiles finished nowadays with Duco, Lacquers and enamels, there comes the need of better and cleaner methods of washing so that the sheen of the finish will not be impaired in any way, either by scratching or checking.

In order that this work will be done expertly, it is necessary to have an establishment of this kind equipped with the proper means to turn out work quickly and satisfactorily. Here they make a feature of washing and cleaning an automobile in a short time. And the fact that patrons who receive this work return again and again for the same service, is a matter of pride with them.

HENTZELL MATTRESS COMPANY

Mattress Manufacturers and Ren-ov-ators

Located in San Jose at 425 E. Santa Clara, telephone, Ballard 7155, the Hentzell Mattress Company are extensive manufacturers of mattresses, and in their renovating department they are prepared to give metropolitan service. They have associated with them the services of expert repair men and all work done by this department is absolutely guaranteed.

In this review of the community we want to say this is one of the important industries of the commercial life of San Jose and is made up of business men who are interested in the growth of the entire community as well as their own business. It is with a feeling of pride that we can point in this edition to this well-known company, as being responsible in no small degree for the position that the county and this community has gained as one of the foremost of its size in California. There is quite an advantage in these days of rather high transportation in buying goods made close at home, as you get the best of service in the way of adjustments and repairs. Then again when you buy products of the local manufacturer quality considered, you get rock bottom prices. That is the reason these goods are so popular here at home where their excellent qualities are recognized.

Guilbert Bros.

Everything Electrical — Features the Famous Monarch Ranges, of Which They Have A Large Stock On Hand At All Times

Located in San Jose at 286 W. Santa Clara, telephone, Columbia 30, is one of the most modern up-to-the-minute electrical supply houses in this section. They are electrical engineers and contractors and also have on hand an extensive stock of electrical equipment and appliances.

Featuring the famous Monarch Ranges, owing to their large stock, a selection is easy. If you are in the market for a good durable range, come in the look these over before you decide.

Meeting with instant and almost universal approval throughout the city and county, the work of this concern is now going into every section, and with the extensive building program that is now

going on, the future will doubtless see this concern expanding its business and increasing its service and efficiency. There is not an establishment in this community which is of greater commercial value than this concern.

The manager will be pleased to show you the things in which you are interested whether you are ready to contract or not. They can also be of assistance to you in making your plans for electrical improvements. It is a pleasure to us to point to this concern as one of the leading enterprises that it has always been eminent, fair and honest as well as progressive and up-to-date.

Don't forget Guilbert Bros. is the headquarters for The Monarch Ranges.

Frank Haliwell made a trip to San Francisco Thursday on business.

The Moreland P. T. A. is sponsoring a social gathering at the club house Friday. The evening will be devoted to interesting talks and music. Mrs. Nishidara, director in the Japanese school in San Jose will give a short talk. The girls of the school will hold a candy sale.

Mr. and Mrs. Archie Keesling visited over the weekend at the Jack London ranch

in the Valley of the Moon, in Sonoma county.

The Pundita Circle will meet this Wednesday with Mrs. E. K. Clendenning. Mrs. Wendell Thomas and Mrs. B. O. Curry will have charge of the program.

As a surprise to the people of Campbell comes the news of the marriage of Perry Shelley to Wauzila Gibson on October 3 in Kinfisher, Oklahoma. Perry is the son of Mr. and Mrs. L. Shelley, on San Jose, Los Gatos road.

Larson's Coffee Shop

Delicious Food — Unexcelled Service

Conveniently located in San Jose, 247 S. 1st, telephone, Columbia 1643, Larson's Coffee Shop has been serving the people of San Jose and surrounding territory in a most satisfactory manner and is one of the most popular establishments of the city where metropolitan service is rendered and the excellent and courteous treatment they and the efficient employees are giving the people is winning for them a large patronage of which they may well be proud.

Their place is equipped with the latest and best fixtures and perfectly appointed. If it is cool and comfortable, or hot and sultry, they have something that will put you right with the world, for this up-to-date place serves its patrons in all kinds of weather.

The management, Mr. Larson, has secured the very latest of equipment for cooking of food and has placed this part of the work under the direction of experienced people. The very best of materials are used and all food is prepared just right.

The best in everything is featured and if you desire a good wholesome meal prepared in the way you like it, here is the place to get it.

In addition to providing always the better grade of food, the policy of the management includes serving at the lowest possible price. The large amount of business which this concern enjoys enables it to carry out the Large Sales, Low Prices policy even with the greater cost which necessarily is incurred in the better grade of food which they use.

Ralph Wyckoff

Architect

Mr. Ralph Wyckoff, with offices in the San Jose National Bank Building, telephone, Ballard 1671, is a prominent professional man of San Jose and is an architect of proven ability. Secure the services of this competent architect for the amateur home and public buildings design is sure to meet with many obstacles and make mistakes that will be expensive to rectify if it can be done at all after the construction has begun or after the home is completed.

Every person feels capable of planning a home or public building that will be, in his or her belief, a perfect domicile and it is that very fact that causes the erection of so many awkwardly arranged or appearing structures. The apparent simplicity of planning presents a lure that invites

amateur work, but our advice is to engage the most competent architectural service or secure a set of plans that have been prepared and approved by professional architects.

An ill-placed window may seclude the light from some corner. A poorly located door may be constantly interfering with the convenience of work. The regrettable feature is that the flaws of a plan are never apparent on paper to the amateur plansman but are soon noticeable after the home is occupied.

For the same amount of money invested, a building can be planned by an architect and considerable money can be frequently saved by following his advice. If you are going to build we suggest that you secure Mr. Spain's services.

Caesar G. Cunha

Gifts That Last

Conveniently located in Santa Clara at 1117 Franklin Street, telephone, Santa Clara 105-W Mr. Cunha conducts one of the most modern and up-to-date Jewelry stores in this section. It is a local store that is replete with everything that is the latest and best. As a proof of our statement we suggest that you visit this store, where you will find quality Diamonds, Watches, Silver Plate, Jewelry, Sterling Silver. These articles make suitable presents for all occasions. They also make a specialty of expert Watch and Jewelry Repairing.

As regards quality, you may rest assured that whatever you purchase will be priced at a most reasonable figure, for this estab-

lishment is in charge not only of a reliable business man, but one who has had wide experience in this field and knows the business from the ground up. All of those many articles of jewelry so dear to the feminine heart are offered in great profusion of attractive patterns, and courtesy and accommodation mark their service.

Since the time this well-known store first opened its doors to the public, local people have taken it as a matter of course. To be able to get what you want in this line, no matter what the occasion may demand in this respect, you can always get it at this establishment—that is a feature of the commercial efficiency of the community which makes it the most attractive.

A council meeting of the Campbell Union high school Alumni Association will be held Wednesday evening at the high school at 8 o'clock. All members are urged to be present as there will be an election of officers. Plans for a dance ovember 21 will be made.

Walsh-Col Company

Wholesale Groceries

Located in San Jose at 335 N. Market, telephone, Ballard 49, the Walsh-Col Company is one of the most enterprising institutions in this section of the state and are distributors of nationally advertised food products of merit.

So extensive and popular has become their trade that their brand of goods is well known in this section. From their large offices and warehouse merchants in this part of the state receive their supplies.

Each department of this well known house is in charge of a man thoroughly conversant with wholesale conditions while the management is in charge of one who has had wide experience in the buying world.

Because of the great volume of business transacted through their establishment, because of their up-to-date business methods and the high quality products handled, this concern has gained for San Jose a commercial prestige as

Saturday, October 31.

On the staff of the school

H. J. Picchetti

Feature Allis-Chalmers Tractors and Implements

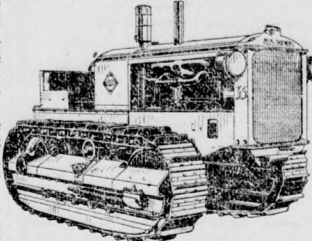
Located in San Jose at 499 S. Market, telephone, Ballard 8280, deals on a large scale in farm implements, farm machinery, farm supplies, and are popularly known throughout this section as "Farmer's Headquarters" they feature the famous lines of Allis-Chalmers tractors and farm implements.

In this entire part of the state there is not an establishment that surpasses that of this well known dealer in point of diversity of articles carried for the farmer.

All implements and farm machinery are of the latest patterns and include all the most recently improved inventions and improvements.

The men who are in charge are courteous and accommodating and

who will be pleased to demonstrate to any farmer who desires to drop into his favorite trading place and keep up on the late



models of farm implements and supplies.

The farmer of today who wishes to secure the maximum return

from his land and labor must keep pace with the inventions in farm machinery and the farmers are indeed fortunate in having the services and modern stock offered by this well known house.

The progressive farmer of today can find just what he wishes at this store for they are in close touch with all that is new, they leave nothing to the imagination.

One might devote much space to a further description of this establishment, but let it suffice to say that you will find there just what you would expect to locate in the headquarters for such an establishment as they maintain. We are pleased in this business review to compliment this popular concern and able management who are among the leading and popular business men of San Jose.

Jackson & Perkins Company of California

Do A Most Extensive Wholesale Business In Roses

Located in San Jose at 109 S. 16th Street, telephone, Columbia 3321, the Jackson & Perkins Company of California, under the able management of Mr. George B. De Vor, is one of the most progressive business firms of this section, and are doing a big business throughout the county furnishing the trade with roses, as they are wholesalers who understand the business from the very ground up, and is one of the most popular and efficient nursery concerns in this section and enjoys an ever increasing patronage from San Jose and all the surrounding trade territory. They carry at all

times a most complete stock and are able to supply you with and amount of roses you so desire.

By dealing with a local concern this does away with freight and express charges and the products are delivered in such a manner that they will not be damaged. These are just a few reasons why a nursery located in our own community is an important factor to the local retailers.

There is no other establishment more worthy of prominent mention in this edition than that of this popular nursery.

The management has provided a service and stock of the highest quality which compares most fa-

vorably with that of the most pretentious wholesalers in the larger cities.

The fact that prompt and satisfactory attention is given to mail and phone orders, brings considerable patronage to this department.

It is hardly possible for us to enumerate in this issue the great variety and stock carried by the Johnson & Perkins Company of California, but suggest that you visit the nursery, meet Mr. De Vor and he will be very thorough in answering any of your questions and we are sure you will find this a proper and advantageous place to buy.

Farrar Studio

High Class Photography—25 Years Experience—11 Years In San Jose

With a modern studio located in San Jose at 72 E. San Fernando, telephone, Columbia 818 is the art center for this section and enjoys an excellent patronage from San Jose and all the surrounding territory.

In a review of this character, it is eminently fitting that we devote some of our space to a testimonial of the excellent work performed at this studio in the successful practice of an interesting and artistic profession.

The art of photography, which was introduced by Daguerre nearly a century ago, has within the period developed from a mechanical trade into an art of science.

As regards the photographer of today, he must be a person of advanced ideas and thorough training so as to successfully compete with those who are now making this profession an art. As this studio is in charge of finished photographers who have made a life study of this interesting and artistic profession, they never let an opportunity pass to improve themselves.

They have in this studio the latest mechanical devices for the production of artistic photographs and are admirably equipped to produce anything in the way of modern photography to please the most critical.

In the artistic production of children's pictures they have gained well merited commendations and have an excellent display including photographs of many well known San Jose people, as well as those of the surrounding country.

We might make the suggestion that a Portrait Picture will make an excellent gift, and would advise our readers to make an immediate appointment for a sitting. The business is under the management of Mr. Farrar, who is well known to the people of this part of the country and he is ever ready to serve the public and give them the best there is in photography.

Individual Wash Laundry

Quality Work — Moderate Prices

Located in San Jose at 497 Almaden Ave., telephone, Ballard 340, this is one of the most prominent and well-known laundry firms in this part of the country.

Meeting with instant and almost universal approval the work of this company is now going into all parts of the country and with the dawn of new prosperity in the country, the future will see this firm one of the busiest beehives of industry, as prosperity gives impetus to the desire for efficiency. There is not an establish-

ment in the country which is of greater commercial value than this company.

The name stands for quality, reliability and progress in the laundry and cleaning business of this section of the country, and as the advances of the period have marked improvement this firm has adopted these late scientific methods as rapidly as they have been approved by the trade.

They have won a warm place in the hearts of the public through the excellent work they have executed in every branch of

laundry work. The public has come to understand that when work goes to this firm it is executed according to their reliable methods and a satisfactory job is certain.

The volume of their trade which comes not only from the immediate vicinity of San Jose but from a large area of surrounding country, puts great emphasis on the fact that this excellent laundry service is pleasing the public and that they are making staunch friends throughout the entire extent of their trade territory.

Master Motor Sales

With salesrooms at 226 S. Second street, in San Jose, telephone Ballard 1148, is the leading Used Car Exchange in this section. Offers easy terms and a large stock of reconditioned cars to choose from. They feature buying, selling and exchanging automobiles.

With salesrooms at 226 S. 2nd Street, in San Jose, telephone, Ballard 1148, is the leading Used Car Exchange of this section. Offers of easy terms and a large stock of reconditioned cars to choose from. They feature buying, selling and exchanging automobiles.

This establishment has become known far and wide as a leading one dealing in good used automobiles. They have many satisfied patrons in all surrounding country who have learned real "motor car economy" through their service. They are pleased to give

you any and all information about the cars they offer and they are men who know what they are talking about and men upon whose word you can depend.

The real test for an automobile comes in the manner in which it actually stands up on the road. Those who have never enjoyed the satisfaction of driving one of their used automobiles cannot fully appreciate the wonderful value offered at such reasonable prices.

You can buy a car here for a very small payment down. That is all the cash you need have. Payments may be arranged as you

wish. With such a service and such terms even those in the most humble circumstances can own and operate their own motor car. This is certainly a metropolitan and a most attractive service as well as one that brings within the reach of all the conveniences and the pleasures of owning their own automobile.

The manager enjoys the distinction of being an authority on the value of motor cars and if you are thinking of selling your car or trading it in any place on a new one you should have his appraisal before making a deal.

James W. Dixon

Everything In Leather Goods: Trunks, Suitcases; Features Blankets, Harnesses, Leashes and Collars for Dogs

Located in San Jose at 121 S. 2nd Street, telephone, Ballard 4259. This leather goods store is well known throughout this entire community. Render an excellent service in all that pertains to luggage and conduct a complete leather goods store. Featuring bonded luggage of quality and distinction. Have a luggage repair department in connection.

To conduct a successful leather goods store one must know about leather and by experience be able to select goods which will meet with the approval of the public. This is just the reason why this well known concern has so large a patronage. The management has been many years in the leather goods business and is very thoroughly conversant with every detail of the business.

This establishment is famous for its bonded luggage. In these days of specialization it is not always easy to secure what you need in the way of leather goods. This firm specializes in luggage. They have a large space devoted exclusively to trunks, bags, suitcases and other luggage. Here you will find any style of luggage that you may wish and no matter what you select you may rest assured that it will be of the best quality that can be sold at the price. They also carry brief cases, Gladstones, traveling bags, ursses and all kinds of leather goods of the better class.

In making this review we wish to direct our readers' attention to this firm as one which represents the 'last word' when it comes to leather goods.

business manager; H. Baker assistant business manager; F. Murch, subscription and circulation manager; T. A. Cutting, Marion Tower and

Mrs. Hummell, Faculty advisors; J. Carlisle, J. Hughes, C. Fammatre, M. Cooke, S. Best and M. Knowles, report ers.

THE CAMPBELL PRESS
Published Every Tuesday at Campbell, California by
HARRY C. SMITH
Edited and Managed by
RICHARD H. KNAPPEN



Entered as second class matter Sept. 30, 1904 at the Postoffice at Campbell, Calif., under the Act of Congress of Mar. 3, 1879
Subscription, one year in advance, \$1.50
Advertising rates On application

MEMBER OF CALIFORNIA STATE PRESS ASSOCIATION

KIWANIS NOTES
By Heck

Election day in England with lots of fight; in Campbell with no fight.

The local contest at Kiwanis club was without a rifle of inharmony and the new officers are: President, Ira Abbott; vice-president, Roy Archibald; district trustee, Herold Cramer; treasurer, George Robson; board of directors, Jim Dempsey, Ralph Hyde, George Burrow, Russ Kennedy, Doc Anderson, Nick Hedegard and Mark Purmort.

The subject of the Community Chest was presented by the new manager, Roy Archibald. He also announced his worker assignments. Ralph Hyde told of the new relief depot sponsored by the Club. All persons having second hand and usable clothes are urged to bring them to the I. O. O. F. hall where the needy of the community may come to select needed articles. The delivery of all material will be in charge of the local relief committee.

This is an important feature of local assistance and all families are urged to do their bit in the commendable effort.

Leads "Parade of States" in Music



ERNO RAPEE

ERNO RAPEE, noted orchestral director who has brought the works of Beethoven, Brahms and Wagner to huge audiences in New York, and on the radio networks, has lately delved into the lore of "musical Americana," to find musical themes for "The Parade of States," a new radio program which has just made its bow. Each Monday night, Rapee, as musical director of this program sponsored by General Motors, will present music typical of a different state and frequently will bring to the microphone native American composers and artists.

fort.

Ed Wiesendanger headed

The W. T. Alexanders had a very happy surprise Friday when a St. Paul friend, Dr. Ralph Hogan dropped in to see them. They have known him since he was a boy and his father was their family physician for many years.

Rev Buell Starts Series of Talks On Book of Luke

Last Sunday Rev. A. S. Buell of the Methodist church

a delegation of speakers, all in favor of the water conservation bond issue.



HUNTING & FISHING
is a 52-page monthly magazine crammed full of hunting, fishing, camping and trapping stories and pictures, valuable information about guns, revolvers, fishing tackle, game law changes, best places to get fish and game, etc.

Only \$1.00
for two whole years 24 big issues. Subscribe now and we will send you

FREE

of change this Remington Sheath Knife, with 4 1/2 inch blade of finest steel and big handle shaped to fit hand together with leather sheath. This knife is just what you need for hunting, fishing and camping trips. Clip this ad, and enclose with \$1.00 bill. Mail your order to-day to

HUNTING & FISHING
Transit Bldg.
Boston, Mass.

began a series of Sunday morning messages on the Gospel of Luke. This is the book that noted scholars claim is "the most beautiful book ever written". Introducing his series he spoke on "Luke, The Beloved Physician" paying a tribute of appreciation to the medical profession down to the present time and showed how Paul himself could not have accomplished his ministry without the medical care of this doctor. You are in-

REBUILT USED FORDS

Now Ready for Many More Thousands of Miles

Priced as we have priced them, these fine values will not stay here very long. Come in and look them over. A demonstration costs you nothing. You may buy on convenient, economical terms.

DUNLAP & SMILY
TELEPHONE 66



THIS WEEK ONLY



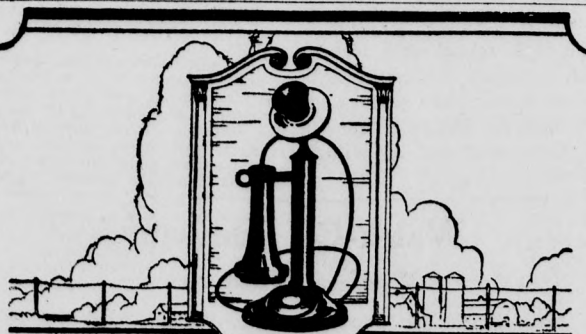
Thursday--Friday--Saturday

Home Remedies, Toiletries
Rubber Goods, Stationery
Candy and Drug Store
Sundries AT HALF PRICE!

(This offer applies not only to two like items, but to any two items of the same price)

SHADLE'S Drug Store

New Location—Next Door To Bakery



Every farm... needs telephone service

"I would hate to think of the time ever coming when I would have to live on, and operate the farm, without the aid of the telephone."

—From a letter written by a farmer to this company.

The modern farmer regards his telephone as a convenience, a comfort, a protection and an instrument that helps him to make a profit from his business.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Business Office, 35 E. Campbell Ave. Phone Campbell 46

vited to hear these helpful and intensely interesting sermons at the Sunday morning worship hour.

Allowance of \$2.50 for an old heater on this new Electric Heater!

YOU should keep an electric heater handy for the sudden changes to cold and rain. The sunny, cheerful glow banishes chills. Use an electric heater for dressing, bathing or when the children come home with cold, wet feet.

There are two types of portable electric heaters: Those that heat and circulate the air and those that give a beam of heat where you want it. Your dealer has both types.

Our low electric rate makes portable electric heating economical.

Trade in your old heater

We will allow you \$2.50 for your old—oil, coal, wood or electric—portable heater when you turn it in on a new Wesix Cent-a-Watt. That means you pay but \$10 on terms, for a \$12.50 heater.

Even if your old heater is good for nothing we want to replace it with the popular, new Cent-a-Watt. To obtain your heater, fill out and mail the coupon below or telephone us.

The Cent-a-Watt is made to heat the air in small rooms. It is finished in aluminum. To obtain heat you simply plug it into any baseboard outlet. The heater is designed upon the same principle as its successful big brothers which heat entire schools, apartment houses, churches, and homes.

Now while this offer is still open, pencil your name and address on the coupon below and mail it to our local office. Orders may come and go by the hundreds, but you will be sure of your heater immediately.

Remember, this is not a sale. But it is an offer that people snap up quickly. Each of the first 3,860 P. G. and E. customers who turn in an old heater will get a new heater for \$10. The \$10 is payable in easy, never-missed payments of \$1 a month. Just let us send you a heater. Price of Cent-a-Watt where old heater is not turned in, is \$12.50.

FILL OUT AND MAIL THIS COUPON

Pacific Gas and Electric Company.
(Mail to local office.)

Gentlemen: Please send me a new Wesix Cent-a-Watt electric heater. I have an old portable heater which you are to accept for the first payment of \$2.50. You may then bill me \$1 a month for 10 months.

Name
Street
City

PACIFIC GAS AND ELECTRIC COMPANY
108-1031 (18NB 2-5750)

These folks like 'em

TO WHOM IT MAY CONCERN:

We, the undersigned, have tried and used the gas burners made and installed by V. Hook, the past year, and find them safe, economical and efficient for heating the home.

(Signed)

MRS. J. M. HARRIS
CHARLES WHITE
D. A. McQUEEN
CHARLES WIGHTMAN
J. C. SOUTAR
H. E. HANSEN

WHY NOT A GAS BURNER IN YOUR PRESENT STOVE?

V. HOOK

67 Harrison Street

Campbell

LUMBER

MILL WORK

CAMPBELL LUMBER CO.

PHONE 113

ALL KINDS BUILDING MATERIAL

DISTRIBUTORS FOR G. E. REFRIGERATORS

State of California Bureau of Water Resources, after years of investigation, reports underground water losses exceed 700,000 acre feet. Enough water to flood the entire Santa Clara Valley Conservation District more than five feet deep. Average water depth lowered this year to date, more than 19 feet—what will it be next year? Your vote on Tuesday, November 17th will be your answer.

Vote "YES"

Election—Tuesday—November 17th